Bulletin

THE GOLDEN AGE SALES DEPARTMENT (Part 1) NOVEMBER 15, 1919

Change in Method of Work

In the letter of instructions, page 1, the following outline is given of the work of THE GOLDEN AGE: "THE GOLDEN AGE work is a house-to-house canvass with the kingdom message. Proclaiming the day of vengeance of our God and comforting them that mourn is the particular work of the feet members of the body of Christ at the present time. A means of doing this work is afforded in canvassing for THE GOLDEN AGE. Additionally, a copy of the magazine is to be left with each one canvassed, whether subscribing or not." This will be altered as follows:

Directors will prepare the territory for the workers to canvass for subscriptions by first having the sample copies distributed, preferably the evening before the canvass is to be made for the subscriptions. It is not the intention that these samples should be distributed in the manner that the volunteer literature was, but rather that they be placed into the hands of the occupants of the house with a proper introduction or canvass. The sample is then left for the family to look over, and while it is fresh in their minds the worker calls the next day and solicits the subscription. This will provide an opportunity of service for the brethren who are occupied throughout the day with their work. They can go out in the evening and distribute these samples. Endeavor, whenever possible, to talk with the head of the home. Thus it is gotten into the hands of the one who generally makes the decision as to the reading matter to be brought before his family. It is difficult to procure paper, due to the present labor troubles; hence, conserve your supply of samples. As far as possible, have the workers who obtain the subscriptions collect as many samples as they can the next day and use these same samples again. It will be noticed that the paper on which THE GOLDEN AGE is printed is not common newspaper stock, but is really a high grade expensive book paper, specially toned, and having an *antique* finish, which makes the print more readable than if ordinary gloss paper were used.

Who May Canvass

So far as is possible, this work should be entrusted to the consecrated. We see no objection to children of the consecrated canvassing, if any should so desire.

Provision has been made so that those termed "The Lord's Poor" may have THE GOLDEN AGE. Such subscriptions should be sent by the Director, who will understand of course that this applies only to members of local classes who are not able financially to subscribe, but who desire its visits.

Subscription Blanks

The original instructions in regard to the subscription blanks were as follows: "At the same time, the regular subscription blank will be filled out—this form in duplicate, the lighter blank to be sent to THE GOLDEN AGE, 124 Columbia Heights, Brooklyn, New York, and the duplicate or heavier card, to the Assistant Director for his card file." It will be noted that the pads of the subscription blanks supplied do not have the two different kinds of blanks that these instructions mention. Nevertheless, the subscription blanks are to be filled out in duplicate (a carbon sheet may be inserted to save time) the original to be sent to this office at the close of each day's work. The duplicate filled out at the same time is to be turned in to the Assistant Director. We request that the Directors do not re-list by name all subscriptions sent us during the week when sending in their weekly remittances, but merely remit for the total number of subscriptions sent in during the week as shown on reports by the workers.

For convenience, consider all accounts as closed Friday evening. We mean by this that you will remit for the subscriptions taken by the friends during the entire week, up to and including Friday, and we will attempt to balance our books the same way. Saturday's sales should be remitted for the following Friday. A statement

will be forwarded by us to each class about the 5th of each month, covering the entire month's business. It will be noted that in the lower left hand corner of the subscription blank a space has been provided before the words "News Bureau No." In this space the Director will have filled in the name of the class and workers' numbers before giving the pads to the canvassers. He will give each canvasser a number; for instance, Brother John Smith will be given the number S-1; Mrs. Mary Brown will be given the number B-2: Brother Harvey Jones will be given the number J-3; and so on. This number is to appear on the canvasser's subscription blanks. This will appear on the subscription blank thus: "Clarksville Ohio News Bureau S-1." In this way, as the friends send in their subscriptions at the end of each day's work, this office will be able to assemble them so that they can be charged to the proper class account, and on the invoice to the class we will list them as follows:

Subscriptions received from the Clarksville News Bureau:

S-1.....30
B-2.....15
J-3.....45

This will enable the Director to check our invoices with his own records, and will also facilitate the passing of the subscription through the departments in this office.

Receipt Cards It is not necessary to have each subscriber sign the subscription blank. This is left entirely to the discretion of the canvasser. If he uses as one of his tactics the placing of the subscription blanks in the hand of the party while he is talking, and then handing a pencil to him, indicating where to sign, this line may be used. However, when it is necessary to bring the canvass to a close as early as possible, this signature may be omitted. Each subscriber is to be given a card receipt for the subscription taken. The canvasser will fill in the name and address as soon as the subscription has been received. On these cards should appear the address of the Local News Bureau. Colporteurs canvassing with classes will use the class receipt card If they are canvassing alone this office will be the only address appearing on the card. Some special cards are designed for the use of colporteurs. After the words Local Office each class will fill in the address of the local branch, leaving a margin of a quarter of an inch at the bottom of the card; in fact, this margin should be around the entire card. The type that would conform with the general design of the receipt card is the Cloister series. In filling in this address, type is preferable, of course. A stamp could be used, or in the smaller places the local address could be written in by hand. Cuts have been mailed to the larger classes so that they can print their own receipt cards. A suggestion was made that the classes in smaller towns, who do not have a hall in which to meet or an office for THE GOLDEN AGE or a store room, could rent a mail box at the local post office and give this post office box address upon the receipt card. This matter, however is left entirely to the discretion of each class.

General Items On the back of each sample of THE GOLDEN AGE distributed you can use a rubber stamp giving the address of the local News Bureau. This stamp we suggest be placed in the lower right hand corner of the back cover, taking up about the same space as the words on the front cover "Published every other week at 1265 Broadway, New York, U. S. A. Ten Cents a Copy—$1.50 a year." For the form of this rubber stamp we suggest the following:

Clarksville Ohio News Bureau
1235 Main Street
Clarksville, O.

Under no circumstances will this office sanction the insertion of local advertisements, leaflets, or other printed matter, in the sample copies of THE GOLDEN AGE. In the past the cause we love has suffered because of the indiscretion of some in this direction. We urge all that there be no deviation from our policy in this regard. If an emergency arises that seems to call for a violation of our wishs in this, please take the matter up with us before taking any action.

A number of the friends are addressing THE GOLDEN AGE as follows: "The Golden Age Publishing Co." "The Golden Age Publishing Co., Inc.," etc. There is only one correct name, namely, THE GOLDEN AGE (with no Company or Corporation after it.)

Regarding a letter of authorization in canvassing for THE GOLDEN AGE, we leave this entirely to the decision of the Director. If his experience in the canvass indicates that a letter of authorization or introduction would assist, he can then arrange for such. A letter from a business man of local prominence would serve the purpose better than a letter from this office. As a suggested form we submit the following:

"Mr. ————, the bearer of this letter, is

personally known to me to be of good character and an authorized representative of THE GOLDEN AGE. I am having Mr. ———— add his signature to this letter, and he will be glad to submit his signature to you for identification."

Also, when our instructions mentioned that a commission of 33 1-3 per cent would be granted to Class Secretaries, we did not mean to convey the thought that we deal in one third of a cent, or one half of a cent. Commission to the classes is 50c on each subscription.

Regarding whether or not a commission of 50 per cent or 33 1-3 per cent should be granted is a matter entirely at the discretion of this office. All class workers are to be granted a commission of 33 1-3 per cent. Any one working with the class and devoting his entire time to the work should write this office and we will determine whether or not he comes under the provision that would entitle him to the larger commission as a regular colporteur.

It is the desire of this office that all who are devoting their entire time to the service be accorded regular colporteur rates. For the convenience of such regular colporteurs accounts are being opened in individual names and instead of sending their remittances through the Director, they will remit directly to this office. They will also report separately to this office, but will hand a copy of the report to the Director of the class in whose territory their work may be, in order that he may be advised of the progress of the work in that particular locality.

Workers should be instructed to canvass for subscriptions beginning with the first issue after the date of their canvass, and not enter them for back numbers. We are permitted to print only a limited number of each edition and this total will be entirely disposed of in distributing sample copies. Of course if back issues are insisted upon subscription blanks should so state.

All correspondence should be addressed to *The Golden Age, 124 Columbia Heights, Brooklyn, New York,* and *not to individuals.* Letters regarding the campaign, such as reports and letters of information from Directors should be addressed to the *Sales Department*.....

The object of the News Bureau needs perhaps a little explanation There are important occurences in different localities from day to day that when reported in the newspapers are often so twisted that the real truth is suppressed. The local Director will assist us by sending THE GOLDEN AGE a report of actual conditions. This service will give a touch to the contents of the magazine that could not be had by merely rewriting the reports of the newspapers. Also, a number of the friends in the classes have talent along the line of writing articles. All such should be encouraged to do so. Again, such friends as are subscribers to other magazines should arrange to send clippings of interest to this office. If the workers come in contact with news that they believe escaped the attention of the Director, they should write the matter up and hand to him, he in turn will send it to this office, if not already reported. We believe each Director will see the necessity of promptly forwarding such letters, so that the news of THE GOLDEN AGE may be kept as up-to-date as possible.

A subscription to THE GOLDEN AGE will make an ideal Christmas gift. We are designing a special letter that will be sent to the person for whom the subscription is placed. This letter will also mention who sent the subscription and bear a suitable Christmas greeting. They will be mailed from this office so as to reach the subscriber a day or so before Christmas. We will send samples of these letters to the Directors as soon as we can arrange to have them printed. These are intended for use only when the subscription is a Christmas present.

Mail Circularization Efforts of this kind with a view of securing subscriptions for THE GOLDEN AGE we believe should not be encouraged at present. We will resort to this method only when it is apparent that certain territory cannot be reached by house-to-house canvassing. Personal solicitation is much more effective. Should this mailing plan be adopted, regular assignments of territory will be sent from this office, so that the friends will not be overrunning the territory being circularized by friends of another class.

A letter on this point received from a brother experienced along this line states: "I have long been aware that the personal canvass is the most effective, as well as productive. I am now convinced that the mail circularization plan is practically unproductive, altho I think what we have done in this line would make it easier for those who follow in the personal work."

Advertising the Magazine A national advertising campaign would be too expensive and impossible for the Society to undertake. There is no objection, however, to the friends advertising locally if they deem it necessary. They can use such mediums as are generally available: namely, newspapers, street car cards, etc.

A number of the Directors are carrying on very intensified campaigns, having made arrangements so that they will know exactly what houses in each city have been canvassed, and also determine the people's attitude toward the I. B. S. A. and its publications.

We have had printed, for your convenience, some small Golden Age letterheads, which Directors can use for local correspondence. They are 5½ x 8½ inches and will be supplied at 20 cents per hundred sheets.

When sending orders do not mix THE GOLDEN AGE with the Watch Tower Bible & Tract Society publications. All subscriptions for THE GOLDEN AGE should be sent to THE GOLDEN AGE, 124 Columbia Heights, Brooklyn, N. Y. All orders for Watch Tower publications should be sent to the Watch Tower Bible & Tract Society, 124 Columbia Heights, Brooklyn, N. Y.

All shipments of sample copies of THE GOLDEN AGE will be forwarded by express *prepaid*. This office, in turn, will then bill each class the amount of express charges. As publishers we are able to procure second-class rate, which is one-half of the first-class rate, but only if sent prepaid. Shipments under this classification cannot be forwarded collect. A large saving will be effected in this way.

Regular colporteurs will also order their samples separately and receive shipments directly from this office, transportation charges to be borne by us on such shipments to *colporteurs*.

Regular Colporteurs Those working together will mail a separate report. For instance, a man and wife canvassing together will mail separate reports, and also two brothers working together will mail separate reports. We have mentioned above that Colporteurs who are canvassing in connection with the class will use the class receipt cards; thus the people canvassed know where to go for further reading matter. However on the subscription blank the Colporteur will please insert his or her name in the space provided for the name of the News Bureau and Colporteur number after the word No.——. Inquiries have been received regarding canvassing for other publications in conjunction with THE GOLDEN AGE.

Of course, the Colporteurs should use envelopes supplied by this office to identify their letters in the mail. Address all communications "Watch Tower Bible & Tract Society, 124 Columbia Heights, Brooklyn, N. Y. (Sales Dept.)."

Colporteurs working in territory assigned to classes will send the duplicate (8) subscription blank to Assistant Director and *not* to this office.

The DeLuxe Scenario will be out of stock for a period of ten weeks.

Wakeful Watching The work is progressing as fast as can well be expected under the present difficulties. Sample copies of the fourth issue will be forwarded to the classes and the campaign can then be fully instituted as outlined. All Directors should keep themselves informed as to conditions in the various territories coming under their jurisdiction. We cannot emphasize too thoroughly the necessity of placing proper workers in the territory which they are naturally qualified to canvass. It is requested of Directors that they compare their reports very closely and try to remedy conditions that seem to be the cause of the people failing to subscribe. It will take more acute attention than has been required in any previous campaign, and Directors should feel the responsibility of the position they have undertaken to fill. The work must be done, and it falls to them to place the workers as they see fit to accomplish the best and greatest results.

This office will write you from time to time of improvements that we think should be put into effect. No doubt you too are confirmed in the opinion that the work now being undertaken is exactly the work Brother Russell spoke of when he said that a great and important work he expected would be given to the remaining members. It no doubt took as much, if not a greater degree of courage on the part of Gideon to direct the work that was laid before him as it did on the part of the 300 who had the privilege of forming the noble company that marched around the walls. Naturally, in the face of a large undertaking the flesh would like to dodge responsibility, but we believe that each Director will interpret his selection as confidence of the class in his performing the work that is before them, and this, of course, would require a meek and humble spirit, that the results might be exactly as the class desires, for it is altogether dependent upon proper direction.

Be assured of our continued interest and our desire to assist in whatever way we can, and feel free to write us, not only of the blessings you are having in the service, but also of the obstacles you encounter.

By His grace, we are

Your brethren and fellow servants in the Lord,

The Golden Age

Bulletin

THE GOLDEN AGE SALES DEPARTMENT (Workers) DECEMBER 15, 1919

Survey of Activities

The work that is to be accomplished through THE GOLDEN AGE, we believe, is making very good progress. There is no other magazine that has a record such as THE GOLDEN AGE, so far as subscriptions and circulation are concerned. The subscription list is now over the 50,000 mark, with approximately 1,200 new subscriptions being received each day. We believe that a subscription to THE GOLDEN AGE is more effective in the dissemination of the message of truth in many instances than the placing of a set of books, the latter in the majority of cases being placed on a shelf, seldom, if ever, to be looked into, while THE GOLDEN AGE, coming regularly every two weeks, is certain to be read more.

The statements at the Cedar Point convention as to the large subscription list expected seems to have left the impression that all that would be necessary would be to approach the people and find them waiting to hand out their money. We still anticipate that our hopes as to the list will be fulfilled; but as yet the people in general know very little of it. A worldly organization usually introduces a new publication through most extensive advertising, and to place it properly before the people may expend several hundred thousand dollars in newspaper and magazine advertising. Since the Lord has not provided the money to be used in this manner, we assume that whatever advertising is undertaken he wishes to be by the sacrifices of his saints: namely, their going from door to door announcing the message and introducing THE GOLDEN AGE to the people by word of mouth, and in time it will be mentioned to their neighbors and talked about in the community, gradually causing a demand for THE GOLDEN AGE.

This first work of introducing the magazine is sometimes tedious, trying, and not as inviting to some of the friends as going from house to house and receiving subscriptions. However, results are being obtained and in numerous instances people, not being able to locate the canvasser who left the sample have written this office, sending in their subscriptions. The following are excerpts from some of the letters:

"Gentlemen: I have been favored with a copy of your new and splendid publication—the first copy—and so that I may not miss any of the great messages they carry, see that my subscription begins with the second issue." C. C. F——, D. C., *N. Y.*

"Enclosed find check for $1.50 for THE GOLDEN AGE, one year. I happened to see a copy this week and believe, and have for years, what you say."
B. S. D——, M. D., *Va.*

"Am much interested in your publication which I have happened to run across. Enclosed find 75c for a six months subscription. I enjoyed the article on "World Has Ended", and would like to have the subscription start with Nov. 12 issue if you can."
E. A. S., *Md.*

"Enclosed please find $1.50 money order for which please send GOLDEN AGE for one year, beginning with No. 2 issue. I have No. 1 and I want to try and get all of them if possible. I am greatly interested in your magazine and the truth you are trying to spread." J. W. P., *Pa.*

"I received the first copy of THE GOLDEN AGE yesterday and was so much pleased with it that at once I determined to be a subscriber. So you will please find enclosed one dollar and fifty cents for one year's subscription." F. L. D., *Va.*

"Please find enclosed $1.50 subscription price of your magazine, GOLDEN AGE. Send same to my address. Saw ad in Wheatland *World.*"
L. C., *Wyo.*

"Please find enclosed Post Office Order for one dollar and fifty cents for which send me THE GOLDEN AGE. I received a sample copy and like it very much. E. E. J., *Va.*

"Enclosed find money order for one dollar and fifty cents, to cover cost of subscription for THE GOLDEN AGE." J. A. A., *N. Y.*

It is surprising to this office to note the numerous complaints of the public regarding many so called "leading" magazines at present being published. Large weekly magazines that attempt to discuss current events are not as well received as one might conclude from the size of their subscription list. Furthermore, many of these "leading" magazines have a comparatively small circulation notwithstanding they have been in the field for ten, twenty and thirty years.

Our subscription list should eventually mount up into millions, and we believe that the distribution of the samples, as outlined in the

previous Bulletin, will do much to overcome the obstacles. These obstacles will become fewer as the public becomes acquainted with THE GOLDEN AGE. This is already beginning to be evident.

A brother in Massachusetts writes us:

"The more we think of the idea of leaving one at a house before trying to get the subscription the more it impresses us. Surely the magazine will speak for itself; it is different. I had this experience with a patient to whom I loaned one. I told him to take it home to read. I had never been able to talk to him along the lines of the truth, because, being a business man, he gave such matters no consideration. Yesterday this same man was in and I asked how he liked THE GOLDEN AGE. 'Do you know,' he said, 'I was reading that at four o'clock this morning? I could not sleep, and I thought of it, got up, brought it to bed and read it.' It must have made quite an impression on his mind to prompt him to get up and read it. How wonderful is our God!"

Instances of this kind indicate the progress of the campaign. A colporteur working in Indiana writes:

"This morning as I was waiting in the machine for my partner, a gentleman stepped up and gave me his subscription. I had called there a few days previous and left him a sample copy. However, I had made ten calls before samples arrived and no material results."

When we realize that the Adversary has had his propaganda abroad for approximately fifty or sixty years in the form of magazines, and that each publication has tried to give the people something satisfying, and has failed, we can better appreciate why the public is now dubious and exacting. The use of extravagant language has been so much employed to get people to subscribe for further reading matter, which eventually proved to be what they did not want, that it will take time to overcome these obstacles. Bogus magazine solicitors have repeatedly exploited the people. It is only natural for the public to be cautious when approached.

But people want a rational explanation of present affairs, which is evidenced by an excerpt of a letter from Pennsylvania:

"Two of the sisters have been colporteuring for the Scenario and one afternoon recently were returning home from work. They with a few other travelers, were waiting at the station for a traction car, when a traveling man began to talk about the industrial situation, making some pointed remarks about present conditions and that certain ones were crying, 'Peace, Peace, when there would be no peace.' This gave the sisters an opportunity to make some remarks along the lines of the truth. He seemed interested and to their statement that prophecy was being wonderfully fulfilled replied, 'Yes but it is not very pleasant for us to have to pass through the things they prophesied way back there.' Upon entering the car one of the sisters gave him a copy of THE GOLDEN AGE, which she had taken along to read while going and coming, calling attention to an article along the lines they had been discussing. He looked through the magazine with much interest and finally said, 'This is the very thing I have been looking for. Are you young ladies taking orders for this magazine?' Upon being told by the sister that she could take his subscription, he immediately handed her the subscription price for one year."

Know Your Territory

When canvassing for THE GOLDEN AGE thoroughly study your territory. Note the various reasons given for not subscribing and what particular item seemed to be of sufficient interest to clinch the subscription. By coöperation in this way with the Director you can assist the work in your community. The workers in one class have cards printed, on which are listed the various reasons why people did not subscribe, a check being made after the proper item each time a subscription is refused. At the end of the day the worker knows just how to improve the canvass for the future.

In one particular town it developed that out of 106 calls, 49 did not subscribe because they were Socialists; 9 because they had too many other magazines; and 23 because they were not interested. When people give as a reason for not subscribing the fact that they have too many magazines, attempt to assist them over their difficulty by showing them how different this one is. They merely conclude that they have too many, and never stop to reason just why they do not find anything of interest in the magazines they have. If they were interested they would read. Put the question to them, Why do you not read the magazines you have now subscribed to? Did you ever stop to determine the reason? I believe it is because the ordinary magazine tells you what you already know, or else tries to force you to accept some things that you know are not true. You would read the magazine if it really gave you some assistance on your present-day problems.

Another objection might be that it seems to have too religious a trend. For example, one colporteur writes us: "An insurance agent, thinking I represented some church teaching, said it was the church teaching that brought the trouble upon the world. He was a believer in Darwinism and became quite excited as he talked about the way the priests and preachers had fooled the people." This man really was in trouble and needed some assistance, and going to those he thought qualified to aid him, he received a stone instead of bread. Can he be blamed for concluding that THE GOLDEN AGE is merely another magazine along the same line? Certainly not.

The people are realizing now more than ever before that Pastor Russell was a reformer along religious lines. For this reason it is to be expected that they would desire more information on the subjects about which he taught. As was stated in the last Bulletin, we recommend to colporteurs that they make use of this publicity.

In fact, tell them that you are canvassing for Pastor Russell's STUDIES IN THE SCRIPTURES, or that the magazine enlarges and assists those desiring to read and understand Pastor Russell's books. A colporteur writes us from New York:

"Many people ask when I tell them about the magazine, 'Is it Pastor Russell's teaching?' And it is only rarely now that I find people prejudiced. Yesterday I found a young man who was interested. He was a Catholic, but did not believe their teachings. He heard of the STUDIES IN THE SCRIPTURES and ordered them, and has been reading and enjoying them very much. Several of the subscriptions I have taken are from Catholics."

Trapping the Seed of the Serpent in his lair Along the same line,. the preachers are making capital of the brethren having been in prison, endeavoring to mislead the people and have them believe that they were placed there because they were guilty. We learn of one incident where, after a sister left the sample copy, the people went to their preacher, who, of course, identified it as 'Russellism' and prejudiced them with the story about the brethren being in prison. When the sister called again the people told her that they did not care for the magazine. Our thought is that if, when introducing the magazine, the sister had said that it was edited by these men, she would have had the advantage of having told her side of the story first, and forestalled inquiry from the preacher. In this connection, a sister writes us from California: "These last two names refused to subscribe at all until I told them the publishers were the men imprisoned for loyalty to the truth as brought out in THE FINISHED MYSTERY." If the truth of the matter were known, the people would see that the reason other ministers were not imprisoned is because they do not teach the Bible.

The statement in the canvass about not taking up a collection immediately identifies the canvasser to the majority of people. One colporteur writes us: "Regarding the clause about the collection: I have found it very advantageous. I felt a little doubtful about it at first, but I find that when it is mentioned to the people they are either amused or a look of disgust passes over their faces, whereupon some begin to tell us about the churches collecting ten percent of their income, or other similar things." A brother writes us from Virginia: "When the truth is given to the people, showing how they have been bamboozled by churchianity regarding money, they certainly appreciate it. One woman remarked that she had given her last penny; that she had previously thought she had to give it or be roasted hereafter." The clause in the canvass about the collection, to our minds, is a very effective one, and the people should be left under no misapprehension as to your position in this matter.

Opposition and Persecution Indicative of Direct Hits One source from which we can gain some knowledge as to how the battle is progressing is by observing the activities of Babylon. As stated in the Third Volume: "It will probably be in an effort at self preservation on the part of Babylon (Christendom), when she sees her power in politics, priestcraft and superstition waning, that the work of truthspreading will be stopped as detrimental to her system." Consequently, if we see indications along this line we may know that the spread of the truth is gaining momentum. We quote part of a letter received from Ohio:

"The Presbyterians and other churches have been conducting a regular campaign against us. They have had a Hebrew Bible teacher (?) here for a week, and the evening before he left he preached against the I. B. S. A., saying that everything we teach is lies; that there is a place of eternal torment. I then tried to advertise THE GOLDEN AGE in our home paper, and they refused to take anything from us whatsoever, even turning down the paid advertisement, because it would advertise 'Russellism,' of which they (the Presbyterians) did not approve. However, the opposition is not keeping us from taking subscriptions, for out of ten calls I have taken five subscriptions."

A sister in Pennsylvania had quite an experience. While she was canvassing for THE GOLDEN AGE men and women congregated in the street, taunting and jeering her, one woman going in advance of the canvasser and warning the people as to what she was representing, telling them to have nothing to do with it. However, two persons subscribed forthwith.

Only when an organization is hard pressed will it resort to such tactics, and it is not surprising to us when we see those who pose as being very ardent Christians and believers in the teachings of the Lord resort to the methods of the Adversary to gain their ends, even as indicated in the Scriptures. Though this opposition is very rife in some places, yet we believe that here too there is an advantage in approaching the people and letting them know what you are canvassing for. If you tell them that you are canvassing for Pastor Russell's STUDIES IN THE SCRIPTURES and they bring up some words of protest, then, knowing wherein they oppose, you can overcome their opposition. These instances are in localities where the people have not progressed to the point of true Americanism, to think for themselves, but are letting the clergy element think for them and practically tell them what to do; they are

closing their eyes and opening their mouths and swallowing whatever the clergy put therein.

Success Governed By Mental Attitude of the Canvasser Toward The Golden Age

Colporteurs in some localities are meeting with excellent success. A brother canvassing in Virginia writes: "I went to work Thursday, took a subscription in the first house, and have averaged one subscription in every three houses. One man purchased the Scenario, but did not trust to getting the journal. The next morning he sent word to me with his boy to come back and get the subscription. I found he had had his neighbors in and read aloud half of the Scenario in one evening." The Director of one of the classes in California writes: "The writer's individual average of subscriptions from people canvassed has been 81%. Today in our office I secured subscriptions from 100% of those I approached. I took six subscriptions without the need of sample copies of any kind. When we compare it with $5.00 magazines and then mention $1.50 they snap it up. One woman bought before we finished our canvass."

The point is worthy of adoption. The *New Republic*, a weekly magazine, somewhat similar to THE GOLDEN AGE in get-up and appearance, costs $7.00 a year. The *Literary Digest* costs $4.00 a year. The *Saturday Evening Post*, $2.00 a year. Whereas THE GOLDEN AGE is only $1.50 a year. A brother writes us from New York: "That makes just thirty-six subscriptions in three hours' work."

This office has thus far received nothing but favorable reports from people who have subscribed for THE GOLDEN AGE; hence we believe that the procedure as outlined in the last monthly Bulletin will assist materially in obtaining subscriptions. A brother writing from North Dakota states: "I have made two sales out of every three attempts."

In examining the correspondence received in this office, it is found that delay in entering the subscriptions, oftentimes making it necessary for us to return the subscription to you, is for one of the following reasons. We suggest that you bear these in mind and endeavor to avoid such oversights:

Colporteur subs should not be included with class communications.
Duplicate of sub blanks should be sent to Assistant Director.
Orders for supplies should be kept separate from subs.
Name and date of paper missing.
Items not reported on.
Weekly report not received.
Order for sample copies not definite.
Is not accorded Colporteur rates.
Entered on regular sub pads instead of listing in letter form.
Remittance received for ..... subs from.....
Name and address of complaint not given.
Samples should be mailed locally.
Remittance received, subscription missing.
Remittance short.
Check not enclosed.
Check not indorsed.
Subscription missing.
Name and address illegible.
Address incomplete
Post Office omitted.
No such Post Office in State. Mail evidently addressed care of another Post Office.
Is not name of town and Post Office different?
No such town on map.
No address given.

Do not accept subscriptions dating from the first issue. Such requests can no longer be granted. Complaints of non-receipt should be made to the Assistant Director, and not to this office. He, in turn, will write this office.

Only about one-third of the classes organized for the work are reporting weekly, as requested. In our previous activities it has been demonstrated that this fault lies more directly with the workers not supplying the Director with the proper information. We ask you especially to coöperate in this regard, as it is essential that we have this information in order to properly direct the work. For instance, we are desirous of knowing how many workers are actually engaged in the field, which cannot be done if there is neglect in this matter of reports. Before writing this office for instructions or information, consult with the Director. Your questions may be covered in instructions mailed to him.

Men being out of employment due to the coal situation and steel strike takes such out of the market for THE GOLDEN AGE. However, a sample copy of THE GOLDEN AGE should be left with such, and possibly they would be willing to pay 10c each for a copy every other week, or, if the interest is ripe, and they do not have the money to pay for THE GOLDEN AGE, you can arrange to leave a sample with them every other week. These people are in distress and are being hard pressed by their experiences, and no doubt the message of THE GOLDEN AGE will be especially comforting to them.

There have been about 480,000 sample copies distributed, which indicates considerable activity in THE GOLDEN AGE work thus far. We feel certain that the Lord will continue to bless your efforts as you seek to go forward in his battle against the strongholds of error and every high thing that exalteth itself against the knowledge of God, seeking in his strength to gradually bring thoughts into captivity, that the people might glorify our heavenly Father.

Bulletin

THE GOLDEN AGE SALES DEPARTMENT (Directors) DECEMBER 15, 1919

Gradually Growing Our daily record of subscriptions is very interesting. The average number of subscriptions received per day around the first of October was about 500; later this dropped to about 250 a day; but we are glad to report that since the use of the samples the subscriptions are averaging around 1,200 a day, and one day touched the high-water mark of 4,741 subscriptions. No other magazine ever published has a record to compare with THE GOLDEN AGE. With its start of 1,544 subscriptions in thirty minutes after it was announced, and 2,568 subscriptions on the first day, it can be seen that the 100,000 mark will soon be reached. From the quota given in the last Bulletin you have no doubt determined the proportion of that quota that is expected from your particular territory, and are carefully watching the progress of the work with a view to attaining the mark set.

It is regretted that repetition with regard to report cards is necessary. In our monthly letter, we attempted to emphasize the necessity of sending these in weekly. Less than a third of the classes organized are reporting as requested. We trust that all will kindly have their reports mailed *promptly* at the end of each week, whether there is anything to report or not. In order that an intensified campaign may be undertaken, it is absolutely essential that information be had as to the progress of the work in your territory, so as to be able to guide the work in general. Each report card should indicate the date of the week for which it is rendered. The object in asking that the report be mailed as early on Sunday as possible was to give this office the time necessary to adjust the order for samples, so that shipments to be forwarded during the week will contain the required supply of the latest issue.

Additionally, it seems necessary to again emphasize the necessity of placing workers in territory for which they are best fitted naturally. A worker would have difficulty in approaching someone whom he would be inclined to recognize as his superior, whereas he could talk freely and confidently to people of his own station in life. On the part of the one being canvassed, it is necessary that the magazine have a proper introduction.

Some friends write us that in their locality they are unable to do very well due to steel strikes. It would be best to canvass other parts of the town before that section in which the steel workers live. However, rather than be idle, we believe it would be well to distribute the sample copies in these districts, even though you may not receive subscriptions. The Director could arrange to distribute sample copies to such houses where interest is found, as the issues come out, until they are so situated as to be able to subscribe. It is when the heart is bowed down with grief and sorrow that it can be most responsive to the truth.

Sample Requirements The change in the method of operation obviously cuts down the number of samples required. We would appreciate it if the Directors would advise us immediately their requirements of samples in harmony with the new outline of procedure, so that the printing order for samples will supply your needs. The monthly statement will be forwarded as soon as possible. As yet our books are not altogether in shape.

In the workers' Bulletin the suggestion is made that each one arrange to note the various reasons why people subscribe and why they do not subscribe. Having this information you can study very closely your territory, and thus plan to overcome the obstacles that are in the way of the canvasser. In going over the correspondence of the last month it has been noted that there are principally seven obstacles the friends are meeting with: first, indifference on the part of some; second, opposition to the religious feature; third, cries of the high cost of living; fourth, people say they have too many magazines; fifth, spending-money has been diminished by drives of various organizations; sixth, strikes; and seventh, complaints of being exploited by bogus magazine solicitors.

One Director, in compiling the reports of his workers, gives these reasons for not subscribing in his territory: Out of 106 calls, 49 were Socialists, 9 compained of having too many magazines, and 23 were not interested. The reason "not interested" seems a little vague, and could be enlarged so as to give some real definite reason for such a condition. Likewise, the solicitor should report the reasons he notes for the people subscribing, and thus Directors will be able to instruct canvassers generally how to adjust their canvass. This will need particular watching, as conditions vary in different territories.

General Items of Importance The receipt card and subscription blank to be properly filled out should follow this form:

In acknowledgment of One Year's subscription

for James S. Brown,

235 N. Main St.

Albany, N. Y.

Published every other week at 124 Broadway New York, N.Y., U.S.A.

10 Cents a Copy: $1.92 a Year

LOCAL OFFICE: 24 HUDSON AVE.
ALBANY, NEW YORK

The subscription rate for England will be 8s. or $1.92. When sending orders to this office, all subscriptions to THE GOLDEN AGE should be mailed to THE GOLDEN AGE, 124 Columbia Heights, Brooklyn, N. Y. All orders for books and other WATCH TOWER publications should be mailed to the WATCH TOWER BIBLE & TRACT SOCIETY, 124 Columbia Heights, Brooklyn, N. Y.

Do not especially encourage six months and three months subscriptions. Rather, when canvassing, talk in years and the one you are addressing will think in years and subscribe in years. If you talk in months, of course he will think in months and subscribe in months.

We hardly think many occasions will arise wherein people will wish to procure single copies of THE GOLDEN AGE, especially under the new plan of distribution; for they will have had opportunity to read it. However, in such instances single copies should be remitted for at the rate of 7c each, and the worker should have a commission of 3c each.

Items Inquiries have been received regarding the mailing of THE GOLDEN AGE to labor organizations. Some plans along this line are under advisement, and eventually we hope to handle such an undertaking, perhaps from this office.

The placing of THE GOLDEN AGE on the news stands has been taken up with the syndicate controlling many of the stands throughout the country. However, we believe that for the present this can be better handled by this office through the Directors. In addition to the regular news stands in the cities, magazines can be

Mr.	James	S.	Brown
(Mr.—Mrs.—Miss)	(Given Name)	(Initial)	(Surname)

235 N Main Street
(Number) (Street)

Albany New York
(City) (State)

The Golden Age

124 Columbia Heights
Brooklyn, New York

Enter my subscription to THE GOLDEN AGE for one year

(Signed) JAMES S BROWN
(This signature not essenfial)

Enclosure $1.50

Albany, N. Y. **News Bureau No.** J-3

supplied to department stores, stationery stores, hotels, etc. The news stands in the stations are controlled by syndicates, and these agencies ordinarily will not handle any publications unless authorized to do so by the home office. Our suggestion is that each Director choose a brother of good address to interview the operators of the regular news stands, and the sales managers of the department stores, laying before them THE GOLDEN AGE, telling them of its object and purpose, and also that a commission of 33% will be granted for each copy sold or subscription taken. Orders so received can be sent to this office, and we will arrange to have THE GOLDEN AGE forwarded so as to be on the news stand the date of the issue.

It is customary for publishers to take back from news stands all unsold copies of back issues at the full wholesale price. Your News Bureau is the local agency of THE GOLDEN AGE, and your Director is its representative. Hence, the Director can arrange with the news stands to have these unsold copies collected at the time each new issue arrives, replacing the old issue with the new one and merely charging for the extra copies to replace the ones sold. You can then arrange to have these back issues distributed in the regular way in your territory. We do not know what results there will be in sales of the magazine through the news stands, but we believe that as an advertising feature it is well worth taking advantage of.

In approaching the news dealer, make mention of the present size of the subscription list, and particularly that the first issue was dated October 1, and before one copy was issued the subscription list amounted to over 10,000 paid subscriptions; also that paid subscriptions are being received at the rate of over 1,200 per day. Do not attempt to evade telling who the publishers are when interviewing, especially if you are asked who is publishing it and what movement is in back of the publication. By answering them plainly we are assured that the magazine will be continued on the stand; whereas, if the publishers' name is hidden, it is quite likely that the preachers, stirring up opposition, will use this as a good instrument to have the news dealer cancel or take the magazine off his stand.

Regarding the commission on subscriptions received by class workers, we have purposely left this to be decided by the classes. If the class, by vote, determines that the commission shall be turned in to the class treasury, and the treasurer in turn reimburse the worker for his expense in connection with canvassing, such should be the procedure. On the other hand, they may decide that the commission shall be retained by the worker, and the worker donate to the funds of the treasury as he or she desires.

At the convention, when it was suggested that territory be canvassed and recanvassed, this statement applied particularly to classes where the whole town could be covered in a short time. It was not intended to convey the thought that Directors should attempt to limit workers to a certain amount of territory and have them canvass that territory and then recanvass it to the neglect of the balance of the assignment. As soon as the samples have been distributed and subscriptions solicited, the worker should generally proceed to territory that has not as yet been covered. After the present assignment of territory has been thoroughly canvassed, then the subject of recanvassing can be taken up.

All communications mailed to this office should contain the name of the town or local News Bureau. In many instances the Director, Assistant Director or Stockkeeper lives in a town other than that in which the class is located, and it is difficult for us to determine the class of which he is an officer.

The object of suggesting a card instead of a slip of paper for the receipt to the subscriber was that the subscriber would be more likely to keep a card, perhaps using it as a book mark, and thus he would permanently have the address of the local class, which he will require at some time if he becomes a reader of THE GOLDEN AGE. Receipt cards will be furnished in quantities on order from the Directors.

When sending in remittances, do not relist the subscriptions that have been sent in during the week. Merely send in the remittance and indicate the total number of subscriptions that the remittance covers. Lists are superfluous and confusing. We do not know whether they are new lists or whether they merely confirm the subscription blanks already mailed.

Delays in entering subscriptions and in attending to correspondence have been due to various errors. In writing, endeavor to avoid the following omissions which cause extra trouble, so that the handling of your correspondence may be expedited in this office:

Remittance received, subscription missing.
Remittance short.
Check not enclosed.
Subscription missing.
Name and address illegible.
Address incomplete.
Post Office omitted.
No such Post Office in State. Mail evidently addressed care of another Post Office.
Is not name of town and Post Office different?
No such town on map.
Previous address not given.
Name and address of complainant not given.

Samples should be mailed locally.
No address given.
Colporteurs subs should not be included with class communications.
Duplicate of sub blanks should be sent to Assistant Director.
Orders for supplies should be kept separate from subs.
Name and date of paper missing.
Items not reported on.
Weekly report not received.
Order for sample copies not definite.
Is not accorded Colporteur rates.
Enter on regular sub pads instead of listing in letter form.
Remittance received for ..... subs from.....

Those devoting all their time to the work (and by this is meant that such are not employed in any other remunerative occupation), should write us, that their names might be listed among our regular colporteurs, and in turn be accorded rates on all WATCH TOWER publications, and also colporteurs' commission on subscriptions to THE GOLDEN AGE.

A number of inquiries being received direct from the workers indicate that they are not acquainted with the instructions contained in the letter of organization. Encourage the workers to refer all questions and queries to the class Director, and in event he is not able to answer, he (and not they) should write this office for instruction. The idea is that workers should not receive instructions of which the Director is not aware, and if individual workers corresponded with us we might at times overlook the mailing of a carbon copy of our reply to the Director.

Colporteurs who devote all their time to the work are subject to the direct supervision of this office. We always accord them their own preference in the work. If they prefer to work in conjunction with a class, that is arranged for, but our suggestion is that they canvass territory that cannot be reached by classes and thus effect a much wider canvass for THE GOLDEN AGE than would otherwise be possible. Colporteurs are not available for class work until the territory that cannot be reached by classes has been cared for. At that time the question of having them assist classes will be taken up. In the meanwhile, each class should busy itself in accomplishing work in the territory assigned to it, and if it is noted that the work is not progressing as fast as has been anticipated, assistance will be sent.

In taking advantage of the suggestion in the last Bulletin with reference to a year's subscription to THE GOLDEN AGE as a Christmas present, all subscriptions so taken should be indicated across the face of the subscription blank. These will require special care and attention, and in order that none may be overlooked we are urging that they be marked very plainly. The folder and letter mentioned in this connection has already been mailed you.

Showing by States There are over 50,000 subscribers on the list, with about 1,200 being added daily. The highest number of subscriptions entered in one day was 4,741. These subscriptions are distributed amongst the States as follows, and indicates the progress made in each State toward reaching the quota, as set in the previoue Bulletin:

Pennsylvania	3439	Minnesota	312
Ohio	3996	Nebraska	203
Illinois	1959	Tennessee	298
Calif.	1776	Maine	223
Mass.	1705	South Dakota	222
Mich.	1438	Idaho	204
Indiana	1376	Mississippi	198
Texas	1332	Louisiana	180
Missouri	1198	Rhode Island	162
New Jersey	900	South Carolina	117
Washington	888	Montana	108
Virginia	707	Oregon	99
Maryland	687	North Dakota	90
Oklahoma	693	New Mexico	81
Alabama	596	New Hampshire	73
Connecticut	581	Delaware	72
Kansas	588	Nevada	63
Iowa	534	Vermont	54
North Carolina	498	Utah	14
Wisconsin	494	Arizona	
West Virginia	484	Wyoming	
Colorado	480	Canada	1848
Kentucky	402	Foreign	213
Florida	394	New York	3248
Georgia	367	California	1776
District of Columbia	367	Massachusets	1705
Arkansas	322	Michigan	1488

In no instances should THE GOLDEN AGE or STUDIES IN THE SCRIPTURES be sold at reduced prices; in other words, at prices below those listed in the publications of this office. A revised price list appeared in the November 15th TOWER, and sales should be conformed thereto. Uniformity in price should prevail in all of the Society's publications. We desire that there be no misunderstanding on the part of the public as to the Society's work and then, too, other colporteurs will not be placed in the embarrassing position of explaining why they are asking more for the publications than you did.

Your servants in the Lord,

The Golden Age